

Message Text

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INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/CJOHNSON/POM

APPROVED BY EB/OCA/CM/RABENS

COM/SAD/JEMURRIN

COM/NORDIC/DTRAFTON

COM/DM/HHEIKENEN

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R 240136Z DEC 75

FM SECSTATE WASHDC

TO AMEMBASSY HELSINKI

UNCLAS STATE 302126

E.O. 11652: NA

TAGS: BEXP, FI

SUBJECT: OY STOCKMANN'S IN-STORE PROMOTION

COMMERCE AUTHORIZES EMBASSY TO SIGN CONTRACT WITH STOCK-
MANN'S.

15,000 DOLLARS HAS BEEN FUNDED BY COMMERCE TO COVER REIM-

BURSEMENT OF PROMOTIONAL COSTS PROVIDED THAT STOCKMANN'S
PURCHASE MINIMUM 150,000 DOLLARS U.S. CONSUMER GOODS,
F.O.B., U.S.

POSTS REQUESTED SUBMIT FOLLOWING INFORMATION SO THAT A
PROFILE MIGHT BE BUILT UP ON THE OY STOCKMANN'S -IN-
STORE PROMOTION:

--- 1. A. PROJECTED VOLUME OF PURCHASES AT MANUFACTURERS
--- SELLING PRICE.

--- B. LIST PRODUCTS CATEGORIES TO BE FEATURED.

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- C. NEW-TO-STORE PRODUCTS EXPECTED
- D. PURCHASING PLANS: ARE BUYERS' TEAMS, BUYING
--- OFFICES, WHOLESALERS ECT. TO BE USED.
- E. SALES PROMOTION PLANS: OUTLINE OF THE CON-
--- TEMPLATED THEME. SPECIAL ADVERTISING, DIS-
--- PLAYS, CONSUMER ATTRACTIONS, INCLUDING AMOUNT
--- EXPECTED TO BE SPENT ON SALES PROMOTION.
- F. DATES AND DURATION
- G. NUMBER AND LOCATIONS OF OUTLETS INVOLVED.
- 2. SUPPORT SERVICES REQUESTED OF COMMERCE:
 - A. ANY PROVISION FOR SPECIAL EXHIBITS, DECORA-
--- TIONS.
 - B. ANY ASSISTANCE NEEDED FOR BUYING TEAMS TO BE
--- SENT TO U.S. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 DEC 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE302126
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/CJOHNSON/POM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750446-0886
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751214/aaaaamdw.tel
Line Count: 81
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by ReddocGW>; APPROVED <03 FEB 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: OY STOCKMANN'S IN-STORE PROMOTION COMMERCE AUTHORIZES EMBASSY TO SIGN CONTRACT WITH STOCK-
TAGS: BEXP, FI
To: HELSINKI
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006